

LAUNCESTON Features

Logo findings to go global

TWO University of Tasmania academics will present their findings from an unusual study on the success of Tasmanian council logos to an international conference, in Portugal, next month.

Management School academics Kim Lehman and John Byrom wanted to test whether local government council logos were just as important as logos used by big corporations like McDonalds in promoting their image and identification.

They applied a framework of desirable design components in council logos to the 29 local government areas

in Tasmania to see how they compared.

"Previous research has suggested that business logos need to be distinctive which sets firms apart from their competitors," Dr Byrom said.

"With no competition as such, councils seemed not to concern themselves with distinctiveness."

The two researchers found that 55 per cent of councils had water as a design component and 52 per cent used some kind of landform such as fields, mountains or a coastline.

About 40 per cent depicted a well-known local feature.

The UTAS research suggests that incorporating too many design components could result in logos being overly complicated which makes them difficult for the public to remember.

The two researchers also presented their findings to the Australian Marketing Institute's regional marketing conference at the Grand Chancellor, in Launceston, yesterday.

The International Congress on Public and Non Profit Marketing has invited the academics to present their paper to its delegates in Portugal next month.